

# PUBLIC INFORMATION

**PROGRAM:**

Publications and Graphics

**PROGRAM ELEMENT:**

Web Site Management

**PROGRAM MISSION:**

To oversee the Montgomery County web site at [www.montgomerycountymd.gov](http://www.montgomerycountymd.gov) to ensure that (1) the content is accurate and appropriate, and the format is easy to navigate; and (2) the entire web site operates in a consistent manner

**COMMUNITY OUTCOMES SUPPORTED:**

- Convenient access to public services
- Citizens and reporters informed about County issues, programs, services, and policies
- Greater participation by citizens in the programs and services of County departments and agencies

**PROGRAM MEASURES**
**FY01  
ACTUAL**
**FY02  
ACTUAL**
**FY03  
ACTUAL**
**FY04  
BUDGET**
**FY05  
CE REC**
**Outcomes/Results:**
**Service Quality:**

Percentage of web site visitors who find the site useful	64	75	95	96	100
Percentage of web site visitors who think information is easy to find	60	70	85	90	100

**Efficiency:**

Cost per web site hit (cents)	0.37	1.09	0.18	0.16	0.14
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**Workload/Outputs:**

Total County web site pages	553,340	581,007	<sup>a</sup> 56,601	73,672	<sup>b</sup> 26,000
Total County web page views	5,614,081	5,792,839	34,354,416	41,985,220	50,000,000

**Inputs:**

Expenditures (\$)	20,880	63,280	61,996	65,677	67,976
Workyears	0	1.0	1.0	1.0	1.0

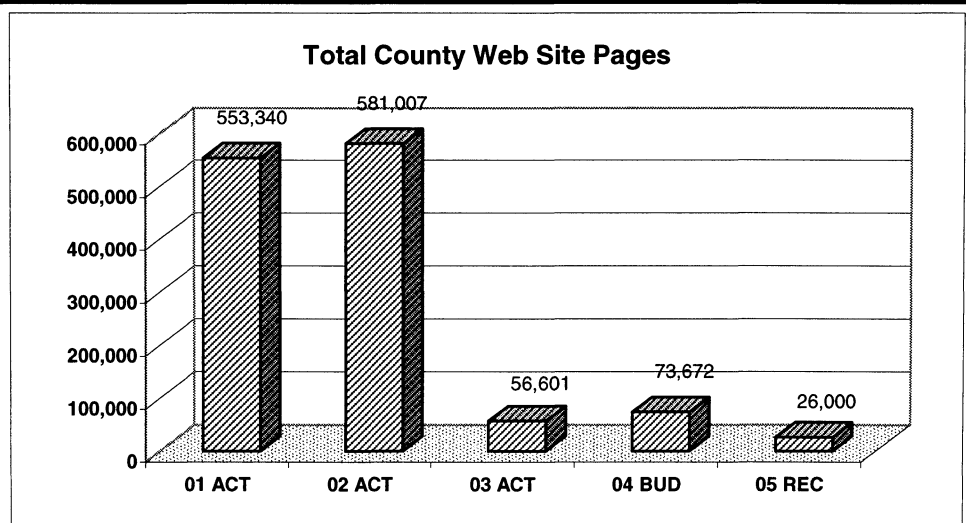
**Notes:**

<sup>a</sup>The number of web site pages fell when the Department of Technology Services removed duplicative and unnecessary pages in combining the [www.co.mo.md.us](http://www.co.mo.md.us) and [www.emontgomery.org](http://www.emontgomery.org) sites.

<sup>b</sup>This reduction in the number of web site pages represents the elimination of duplicate pages and the change from static to dynamic page technology.

**EXPLANATION:**

The County presence on the World Wide Web was launched in December 1995 with 40 core pages at [www.co.mo.md.us](http://www.co.mo.md.us). In 1999, a second web site was launched at [www.emontgomery.org](http://www.emontgomery.org) to provide interactive services online. In FY03, the two sites were consolidated into one easy-to-navigate site with an easy-to-remember URL address - [montgomerycountymd.gov](http://montgomerycountymd.gov) - which will make County information, programs, and services more accessible than ever to residents.



**PROGRAM PARTNERS IN SUPPORT OF OUTCOMES:** Department of Technology Services, County departments and agencies.

**MAJOR RELATED PLANS AND GUIDELINES:**

## PUBLIC INFORMATION

**PROGRAM:**

Public Relations

**PROGRAM ELEMENT:**

Public Education

**PROGRAM MISSION:**

To educate the public about County programs and services via the mass media in order to reach the most people with clear, accurate, and timely information at the lowest possible cost

**COMMUNITY OUTCOMES SUPPORTED:**

- Citizens and reporters informed about County issues, programs, services, and policies
- Public and media awareness for the programs and services of County departments and agencies
- High value for tax dollars

**PROGRAM MEASURES**

	FY01 ACTUAL	FY02 ACTUAL	FY03 ACTUAL	FY04 BUDGET	FY05 CE REC
<b>Outcomes/Results:</b>					
Equivalent value of free media coverage provided during the year (\$000) <sup>a</sup>	NA	NA	3,346	3,058	3,000
Minutes of network television coverage of Montgomery County	NA	NA	1,394	1,274	1,250
<b>Service Quality:</b>					
Percentage of media representatives who report that the Office of Public Information (OPI) routinely provides them with timely and accurate information <sup>b</sup>	NA	NA	100	100	100
Percentage of County departments and agencies that report that OPI does a good job in promoting their programs and services to the public <sup>c</sup>	NA	NA	98	99	100
<b>Efficiency:</b>					
Average program cost per minute of network television news coverage (\$)	NA	NA	204	259	267
Average cost per response to a press inquiry (\$)	36.92	28.00	24.87	29.46	29.80
Value of free media coverage received per dollar spent on public education (\$)	NA	NA	11.78	9.27	8.99
<b>Workload/Outputs:</b>					
Number of press inquiries received	8,045	9,500	11,420	11,200	11,200
Number of press releases prepared and disseminated	505	517	441	532	532
<b>Inputs:</b>					
Expenditures (\$000)	297	266	284	330	334
Workyears	4.0	4.0	4.0	4.0	4.0

**Notes:**

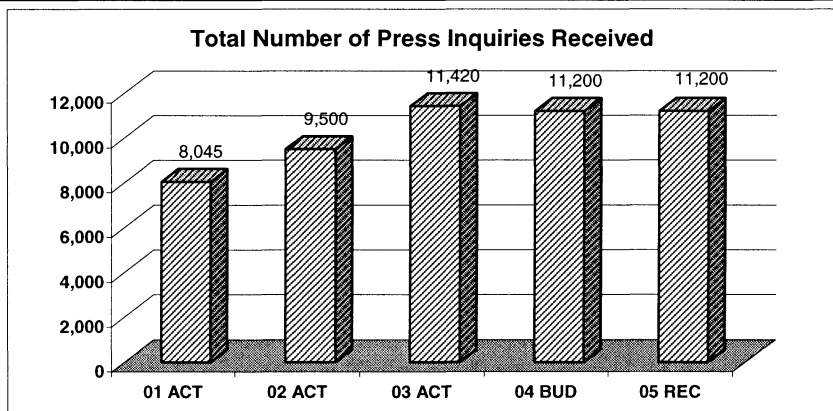
<sup>a</sup>Based on actual advertising rates during news programs on weekday evenings.

<sup>b</sup>Based on a survey of four local network newsrooms (3 responses were received).

<sup>c</sup>Based on a survey of 21 County departments and agencies (9 responses were received).

**EXPLANATION:**

The Office of Public Information is responsible for, among other things, educating citizens about the wide variety of programs and services available to them and the issues that affect them. In order to reach the most people at the lowest possible cost, the Office focuses its efforts on attracting mass media news coverage, rather than printing pamphlets, flyers, and other materials to educate the public. News coverage cannot be directly controlled, but it is free and worth pursuing when programs and services warrant public attention. Public education is essential if taxpayers are to understand the value they receive for their tax dollars.



**PROGRAM PARTNERS IN SUPPORT OF OUTCOMES:** Correction and Rehabilitation Workforce Development crew, Radio and TV Monitoring Reports, internal Public Information Working Group, County departments and agencies.

**MAJOR RELATED PLANS AND GUIDELINES:**